## A PATTERN YOU'LL LIKE TO LIVE WITH

JULIANA STERLING is a pattern designed for people in whom the quality of appreciation is deep rooted and sound.

If you know good music, good books and good pictures; if you are sensitive to beauty and art so good that it conceals itself, we believe you will like Juliana Sterling.

The silversmiths of Watson Park have given the Juliana pattern simple, modern, sweeping lines that you will enjoy living with. The decorative motif, quaint tulips suggesting Springtime in Holland, is just enough. You will recognize the fine craftsmanship in every detail of Juliana—in the perfect balance of each lovely piece—in the precise, artistic shaping of blades, bowls and tines.

After years of use, the satiny sheen of Juliana will be undimmed, for the Secret of Watson Park helps it to resist tarnish longer; to come up smiling after each polishing.

See Juliana soon and learn what grace and beauty Watson Craftsmanship can bring to Sterling Silver.

TRADE MARK

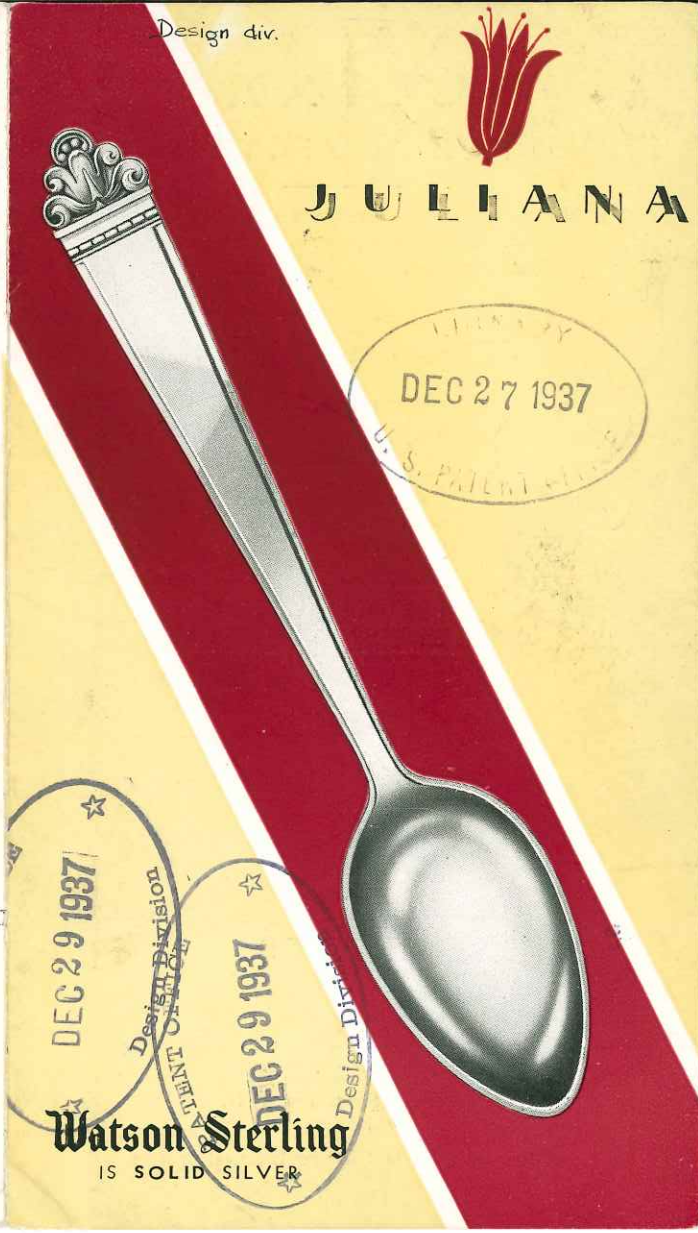
JULIANA

*Is Presented In*

*by*

RETURN TO
DESIGN DIV.

Design div.

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# JULIANA

## TABLE SILVER

ALL prices quoted for Dozens unless otherwise specified. Single, four, six, or eight pieces proportionately priced.

### SPOONS

DESCRIPTION

Tea, 5 o'clock
Medium
Heavy
Dessert
Soup
Cream Soup
Bouillon
Coffee
Iced Tea
Orange
Salt Spoon

### FORKS

Dinner
Dessert
Ind. Salad
Oyster
Ind. Fish
Ice Cream

### KNIVES

Dinner
Dessert
Breakfast
Fruit
Butter Spreaders, Flat
Butter Spreaders, H. H.

*Prices Subject to Change Without Notice*

# JULIANA

TABLE APPOINTMENTS
ENTERTAINMENT SILVER—GIFT PIECES

*Prices Furnished on Request*

JULIANA HOLLOWWARE IS MODERATELY PRICED

HOLLOWWARE DESCRIPTION

Tea Pot
Coffee Pot
Sugar
Cream
Waste
Kettle
Waiter
After Dinner Coffee Set
Small Sugar
Small Cream
Tray
Water Pitcher
Goblet
Service Plate
Bowl
Sandwich Plate
Compote
Candlestick

*Juliana Is Matched In Hollowware*
*Like All Popular Watson Patterns*

# JULIANA

## TABLE SILVER

### SINGLE SERVING PIECES

DESCRIPTION

Berry Spoon
Bon Bon Spoon
Butter Knife
Butter Pick
Cheese Server, H. H.
Cold Meat Fork
Cream Ladle
Gravy Ladle
Jelly Server
Lemon Fork
Olive Fork
Olive Spoon
Pie Server, H. H.
Salad Fork
Salad Fork, Large
Salad Spoon
Salad Spoon, Large
Sugar Spoon
Sugar Tongs
Table Spoon
Tomato Server

### SERVING SETS

Carving, 3-piece
Carving Tunife, 3-piece
Steak, 2-piece
Game, 2-piece

*Prices Subject to Change Without Notice*

# RETAIL PRICE LIST

Prices effective April 1, 1937

## THE WATSON COMPANY

**Attleboro, Mass.**

# *Juliana*

## *Flat Silver*

### SPOONS

| Description | Retail Prices SIX | EIGHT | TWELVE |
|---|---|---|---|
| Tea, 5 o'clock | $8.00 | $10.67 | $16.00 |
| Medium | 10.00 | 13.34 | 20.00 |
| Heavy | 12.00 | 16.00 | 24.00 |
| Bouillon | 12.50 | 16.67 | 25.00 |
| Coffee | 7.00 | 9.34 | 14.00 |
| Cream Soup | 18.00 | 24 00 | 36.00 |
| Dessert or Cereal | 20.00 | 26.67 | 40.00 |
| Iced Tea | 16.00 | 21.34 | 32.00 |
| Orange or Grape Fruit | 15.00 | 20.00 | 30.00 |
| Soup | 22.50 | 30.00 | 45.00 |

### FORKS

| Description | Retail Prices SIX | EIGHT | TWELVE |
|---|---|---|---|
| Dessert or Luncheon | $20.00 | $26.67 | $40.00 |
| Dinner | 25.00 | 33.34 | 50.00 |
| Fish, Individual | 17.50 | 23.34 | 35.00 |
| Ice Cream | 15.00 | 20.00 | 30.00 |
| Oyster | 12.00 | 16.00 | 24.00 |
| Salad, Individual | 17.50 | 23.34 | 35.00 |

### KNIVES

| Description | Retail Prices SIX | EIGHT | TWELVE |
|---|---|---|---|
| Dessert or Luncheon | $20.00 | $26.67 | $40.00 |
| Dinner, Stainless | 22.50 | 30.00 | 45.00 |
| Breakfast, Stainless | 21.00 | 28.00 | 42.00 |
| Fruit, Stainless | 19.00 | 25.34 | 38.00 |
| Butter Spreaders | 13.50 | 18.00 | 27.00 |

## SINGLE SERVING PIECES

| Description | Retail Price, Each |
|---|---|
| Berry Spoon | $8.50 |
| Bon Bon Spoon | 3.00 |
| Butter Knife | 4.50 |
| Butter Pick, 2 tine | 2.50 |
| Cake Server | 4.50 |
| Cheese Server, H. H. | 3.00 |
| Cold Meat Fork, small | 4.50 |
| Cold Meat Fork, large | 6.00 |
| Cream Ladle | 3.50 |
| Cucumber Server | 6.00 |
| Gravy Ladle | 6.50 |
| Jelly Server | 3.50 |
| Lemon Fork | 2.00 |
| Olive Fork | 2.75 |
| Olive Spoon | 2.75 |
| Pie Server, H. H. | 5.00 |
| Salad Fork | 7.50 |
| Salad Spoon | 7.50 |
| Sugar Spoon | 3.25 |
| Sugar Tongs | 3.50 |
| Table Spoons | pair 10.00 |
| Tomato Server | 7.50 |

## SERVING SETS

| Description | Per Set |
|---|---|
| Carving, 3-piece, Stainless | $33.00 |
| Game, 2-piece Stainless | 22.00 |
| Steak, 2-piece, Stainless | 10.00 |

*Prices Subject to Change Without Notice*